

File 344:Chinese Patents Abs Aug 1985-2003/Nov  
     (c) 2003 European Patent Office  
 File 347:JAPIO Oct 1976-2003/Aug(Updated 031202)  
     (c) 2003 JPO & JAPIO  
 File 350:Derwent WPIX 1963-2003/UD,UM &UP=200382  
     (c) 2003 Thomson Derwent  
 File 348:EUROPEAN PATENTS 1978-2003/Dec W02  
     (c) 2003 European Patent Office  
 File 349:PCT FULLTEXT 1979-2002/UB=20031225,UT=20031218  
     (c) 2003 WIPO/Univentio  
 File 256:SoftBase:Reviews,Companies&Prods. 82-2003/Nov  
     (c)2003 Info.Sources Inc  
 File 2:INSPEC 1969-2003/Dec W2  
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 File 35:Disertation Abs Online 1861-2003/Nov  
     (c) 2003 ProQuest Info&Learning  
 File 65:Inside Conferences 1993-2003/Dec W3  
     (c) 2003 BLDSC all rts. reserv.  
 File 99:Wilson Appl. Sci & Tech Abs 1983-2003/Nov  
     (c) 2003 The HW Wilson Co.  
 File 233:Internet & Personal Comp. Abs. 1981-2003/Jul  
     (c) 2003, EBSCO Pub.  
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
     (c) 2002 The Gale Group  
 File 474:New York Times Abs 1969-2003/Dec 26  
     (c) 2003 The New York Times  
 File 475:Wall Street Journal Abs 1973-2003/Dec 26  
     (c) 2003 The New York Times  
 File 16:Gale Group PROMT(R) 1990-2003/Dec 29  
     (c) 2003 The Gale Group  
 File 148:Gale Group Trade & Industry DB 1976-2003/Dec 24  
     (c)2003 The Gale Group  
 File 160:Gale Group PROMT(R) 1972-1989  
     (c) 1999 The Gale Group  
 File 275:Gale Group Computer DB(TM) 1983-2003/Dec 29  
     (c) 2003 The Gale Group  
 File 621:Gale Group New Prod.Annou.(R) 1985-2003/Dec 24  
     (c) 2003 The Gale Group  
 File 636:Gale Group Newsletter DB(TM) 1987-2003/Dec 29  
     (c) 2003 The Gale Group  
 File 9:Business & Industry(R) Jul/1994-2003/Dec 26  
     (c) 2003 Resp. DB Svcs.  
 File 15:ABI/Inform(R) 1971-2003/Dec 27  
     (c) 2003 ProQuest Info&Learning  
 File 20:Dialog Global Reporter 1997-2003/Dec 29  
     (c) 2003 The Dialog Corp.  
 File 95:TEME-Technology & Management 1989-2003/Dec W1  
     (c) 2003 FIZ TECHNIK  
 File 476:Financial Times Fulltext 1982-2003/Dec 29  
     (c) 2003 Financial Times Ltd  
 File 610:Business Wire 1999-2003/Dec 29  
     (c) 2003 Business Wire.  
 File 613:PR Newswire 1999-2003/Dec 29  
     (c) 2003 PR Newswire Association Inc  
 File 624:McGraw-Hill Publications 1985-2003/Dec 26  
     (c) 2003 McGraw-Hill Co. Inc  
 File 634:San Jose Mercury Jun 1985-2003/Dec 27  
     (c) 2003 San Jose Mercury News  
 File 810:Business Wire 1986-1999/Feb 28  
     (c) 1999 Business Wire  
 File 813:PR Newswire 1987-1999/Apr 30  
     (c) 1999 PR Newswire Association Inc  
 File 8:Ei Compendex(R) 1970-2003/Dec W3  
     (c) 2003 Elsevier Eng. Info. Inc.  
 File 94:JICST-EPlus 1985-2003/Dec W3

(c)2003 Japan Science and Tech Corp(JST)  
 File 6:NTIS 1964-2003/Dec W3  
 (c) 2003 NTIS, Intl Cpyrght All Rights Res  
 File 34:SciSearch(R) Cited Ref Sci 1990-2003/Dec W3  
 (c) 2003 Inst for Sci Info  
 File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
 (c) 1998 Inst for Sci Info  
 File 7:Social SciSearch(R) 1972-2003/Dec W3  
 (c) 2003 Inst for Sci Info

?ds

Set	Items	Description
S1	8489	(PROSPECT OR PROSPECTS) (3N) (LIST OR LISTS)
S2	15	S1(3N) (REPEAT? OR PREVIOUS? OR FORMER)
S3	14	RD (unique items)
S4	402	S1(3N) (DB OR DATABASE? OR DATAFILE? OR DATA() (BASE? OR FIL- E?) OR STORED)
S5	1	S4(3N) (REPEAT? OR PREVIOUS? OR FORMER)
S6	0	S5 NOT S3

3/3,K/1 (Item 1 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2003 Thomson Derwent. All rts. reserv.

013844972 \*\*Image available\*\*  
WPI Acc No: 2001-329185/200134  
XRPX Acc No: N01-236917

**System for creating highly responsive prospect targeted lists of prospective customers for list purchaser based on successful prospect lists previously used by list purchaser provides access to targeted list of prospective customers**

Patent Assignee: NEXTMARK.COM (NEXT-N)

Inventor: PYCH J T

Number of Countries: 094 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200135262	A2	20010517	WO 2000US41598	A	20001026	200134 B
AU 200127471	A	20010606	AU 200127471	A	20001026	200152

Priority Applications (No Type Date): US 2000662429 A 20000913; US 99161496 P 19991026; US 2000661010 A 20000913; US 2000662362 A 20000913; US 2000662364 A 20000913

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200135262 A2 E 36 G06F-017/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200127471 A G06F-017/00 Based on patent WO 200135262

... **creating highly responsive prospect targeted lists of prospective customers for list purchaser based on successful prospect lists previously used by list purchaser provides access to targeted list of prospective customers**

Abstract (Basic):

... creating highly responsive prospect targeted lists of prospective customers for list purchaser based on successful **prospect lists previously** used by list purchaser and provides access to the targeted list of prospective customers identified...  
... highly responsive prospect targeted lists of prospective customers for a list purchaser based on successful **prospect lists previously** used by list purchaser...

3/3,K/2 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2003 WIPO/Univentio. All rts. reserv.

00801743 \*\*Image available\*\*

**SYSTEMS AND METHODS FOR GENERATING HIGHLY RESPONSIVE PROSPECT LISTS. SYSTEMES ET PROCEDES DE GENERATION DE LISTES DE CLIENTS TRES RECEPTIFS.**

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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Legal Representative:

LANE David A Jr (et al) (agent), Foley, Hoag & Eliot LLP, One Post Office Square, Boston, MA 02109-2170, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200135262 A2 20010517 (WO 0135262)  
Application: WO 2000US41598 20001026 (PCT/WO US0041598)  
Priority Application: US 99161496 19991026; US 2000661010 20000913; US 2000662364 20000913; US 2000662429 20000913; US 2000662362 20000913  
Parent Application/Grant:  
Related by Continuation to: US 99161496 19991026 (CIP); US 2000661010 20000913 (CIP); US 2000662364 20000913 (CIP); US 2000662429 20000913 (CIP); US 2000662362 20000913 (CIP)  
Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 11348

Fulltext Availability:  
Detailed Description  
Claims

#### Detailed Description

... the response to a purchased prospect list is not considered during later use of the **prospect list**, leading to **repeated** and costly errors.

Yet another problem associated with manual list research is that the cost ...

...present invention can generate targeted lists of prospective customers at least partially based on successful **prospect lists previously** used by the **list purchaser**, based on **prospect lists** used by related list purchasers, such as list purchasers in the same or similar industry ...method of generating a list of prospective customers for a list purchaser based on a **previously successful prospect list** of the **list purchaser**;

FIG. 5 is a flowchart illustrating a method of generating a list of prospective customers for a list purchaser based on a **previously successful prospect list** of another **list purchaser**; and

FIG. 6 is a flowchart illustrating a method of generating a list of prospective customers for a list purchaser based on a **prospect list** including **previous** customers of the list purchaser.

#### Detailed Description of Preferred Embodiments

To provide an overall understanding...continuation data 55 specifying whether or not the prospect list is a continuation of a **previously ordered prospect list**. One manner of determining if a prospect list is successful for a list purchaser is...

...Each prospect included in a prospect data table 9 may be associated with only one **prospect list**, as **prospects** may be **repeated** to provide for the same prospect occurring on multiple lists.

The prospect data table 9...

...illustrates the process of retrieving a list of prospective customers from the database by using **prospect lists** that were **previously successful** for the **list purchaser** and **prospect lists** that were **previously successful** for another list purchaser. This process can be useful in enabling list purchasers to...

...efforts.

Initially, the prospect list system, using the database system that stores and manages the **prospect list** database, identifies **prospect lists** that were **previously** successful for the list purchaser, step 105. Successful prospect list can be identified by first...The prospect list system can then identify other list purchasers who successfully used the same **previously** successful **prospect lists** as the initial list purchaser, step 1 1 1. The other list purchasers can be identified via the list IDs of the **previously** successful **prospect lists** of the first list purchaser in the list rental data table 5 and by identifying...

...be identified for each list purchasers and, each successful prospect list can be compared the **previously** successful **prospect lists** for the initial list purchaser.

The client ID of other list purchasers using the same...

...to create a set of similar lists, step 120. The system preferably eliminates the identified **prospect lists** that the list purchaser **previously** used, whether or not the **previously** used **prospect lists** were successful for the list purchaser. In addition, any duplicate identified prospect lists are also...

...factors or criteria may include, for example, how recently an order was placed for the **prospect list**, the total amount **previously** spent of the **prospect list**, or the total number of customers ordered from the list, as well as any additional...include prospects similar to the current customers.

This process can also be employed using the **previously** successful **prospect lists** of the list purchaser. Figure 6 illustrates in more detail a list generating process identifying prospect lists including...

#### Claim

... medium encoded with processing instructions for directing a computer to:  
identify, from a database of **prospect lists**, one or more **previously** successful  
lists of prospective customers generated for the list purchaser;  
identify, from the database of...

...more previously successful lists identified for the first list purchaser;  
identify, from the database of **prospect lists**, **previously** successful **lists** of prospective customers generated for each of the other list purchasers; and provide access to...

3/3,K/3 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2003 The Gale Group. All rts. reserv.

08081254 Supplier Number: 67322501 (USE FORMAT 7 FOR FULLTEXT)

**Economy Upgrade. (Catholic Relief Services of Baltimore is upgrading its web site and database) (Brief Article) (Company Profile) (Statistical Data Included)**

RIGGS, LARRY; ODELL, PATRICIA

Direct, v12, n14, p153

Nov 1, 2000

Language: English Record Type: Fulltext

Article Type: Brief Article; Company Profile; Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 771

... and information about their interests. CRS has started tracking the value of donors it had **previously** gotten from outside **prospect lists**; this information will allow it to predict how much these people might give two or...

**3/3,K/4 (Item 2 from file: 16)**  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2003 The Gale Group. All rts. reserv.

03493624 Supplier Number: 44886672 (USE FORMAT 7 FOR FULLTEXT)  
**Cadillac harnesses horse race**  
Advertising Age, v0, n0, p38  
August 1, 1994  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 465

... Jersey and Connecticut, is tying in with a direct mail campaign to 200,000 area **prospects**.

The **list** includes current and **former** Cadillac owners as well as harness racing breeders, owners and fans derived from the Hambletonian...

**3/3,K/5 (Item 1 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

16206278 SUPPLIER NUMBER: 107421665 (USE FORMAT 7 OR 9 FOR FULL TEXT  
)

**Mistaken identity: duplication, goneaway and deceased files are the bane of marketers' lives. Not only are inaccurate mailings a waste of resources, they can also be grossly insensitive. Yet many firms are failing to keep their records clean. David Reed goes in pursuit of how to attain the single customer view. (Special report: address management)**

Reed, David  
Precision Marketing, 15, 43, 19(2)  
August 8, 2003  
ISSN: 0955-0836 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1876 LINE COUNT: 00147

... claim to have identified nearly 5 million individuals on its Consumer Register who have not **previously** been on **prospect lists**.

Caroline Kimber, vice president of direct marketing solutions at CACI, says that this is the...

**3/3,K/6 (Item 2 from file: 148)**  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

11774627 SUPPLIER NUMBER: 58171422 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Tips and tactics. (useful suggestions from manufacturers' agents to their colleagues)**  
Agency Sales Magazine, 29, 11, 40(2)  
Nov, 1999  
ISSN: 0749-2332 LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1596 LINE COUNT: 00114

... those who take this route to test their new approach on their "B" or "C" **lists** of **prospects** and **repeat** customers. If you're going to make mistakes, make them where they can be easily...

3/3,K/7 (Item 3 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

04879267 SUPPLIER NUMBER: 09106182 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**NAHB conferees explore strategies to cope with a market revolution.**  
(National Association of Home Builders on housing industry) (Special Report)

Heinly, David  
Professional Builder and Remodeler, v55, n19, p13(2)  
Nov 1, 1990  
ISSN: 1053-6353 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1356 LINE COUNT: 00107

... preserving livability, he said, could provide savings, as could cutbacks in media advertising.

Maintaining a " **prospect list** " of **former** customers and of nonbuying "traffic" can target potential buyers, he said, through special notification even...

3/3,K/8 (Item 4 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2003 The Gale Group. All rts. reserv.

02835342 SUPPLIER NUMBER: 04143662 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**How women candidates flourish.**  
Walsh, Kenneth T.  
U.S. News & World Report, v100, p23(1)  
Feb 24, 1986  
CODEN: XNWRA ISSN: 0041-5537 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 679 LINE COUNT: 00051

... and strongly consider placing a woman on their national ticket in 1988. Among the GOP **prospects** , he **lists former** United Nations Ambassador Jeane Kirkpatrick, Transportation Secretary Elizabeth Dole and Senator Nancy Kassebaum of Kansas...

3/3,K/9 (Item 1 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2003 The Gale Group. All rts. reserv.

01254077 SUPPLIER NUMBER: 06909587 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Contacts & Facts information manager stresses simplicity, at cost of power.**  
(Software Review) (evaluation)  
Gralla, Preston  
PC Week, v5, n33, p60(1)  
Aug 15, 1988  
DOCUMENT TYPE: evaluation ISSN: 0740-1604 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 626 LINE COUNT: 00048

... used to, say, create a list of sales prospects in Massachusetts, but possibility not a **list** of sales **prospects** who have **previously** purchased anything.

One plus is the program's documentation. While on occasion it lapses into...

3/3,K/10 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2003 Resp. DB Svcs. All rts. reserv.

• 2965498 Supplier Number: 02965498 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Economy Upgrade**

(Catholic Relief Services to invest \$50,000 to upgrade Web site and database; Web site results in over \$1 mil in revenue in 1999)

Direct, v 12, n 14, p 153

November 01, 2000

DOCUMENT TYPE: Journal ISSN: 1046-4174 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 718

(USE FORMAT 7 OR 9 FOR FULLTEXT)

**TEXT:**

...and information about their interests. CRS has started tracking the value of donors it had **previously** gotten from outside **prospect lists**; this information will allow it to predict how much these people might give two or...

**3/3,K/11 (Item 1 from file: 15)**

DIALOG(R)File 15:ABI/Inform(R)

(c) 2003 ProQuest Info&Learning. All rts. reserv.

02541755 290373091

**Re-direct direct mail**

Graham, Cynthia T

Business Forms, Labels & Systems v41n1 PP: 44-45 Jan 20, 2003

ISSN: 1044-758X JRNL CODE: BFR

WORD COUNT: 1152

...TEXT: www.bly.com. The best list available to a company is its "house" list-a **list** of customers and **prospects** who **previously** bought, responded to ads, public relations campaign or other mailings.

3. Determine what product(s...

**3/3,K/12 (Item 1 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

30635186 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**SPECIAL REPORT - ADDRESS MANAGEMENT: Mistaken identity**

PRECISION MARKETING

August 08, 2003

JOURNAL CODE: FPM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1824

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... claim to have identified nearly 5 million individuals on its Consumer Register who have not **previously** been on **prospect lists**.

Caroline Kimber, vice president of direct marketing solutions at CACI, says that this is the...

**3/3,K/13 (Item 2 from file: 20)**

DIALOG(R)File 20:Dialog Global Reporter

(c) 2003 The Dialog Corp. All rts. reserv.

02483434 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**The Boston Globe Fast Track Column**

Jerry Ackerman

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (BOSTON GLOBE)

August 12, 1998 3:6



JOURNAL CODE: KBGL LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 590

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... then breezed through D&B's data to find companies with similar characteristics, building a **list** of **previously** untapped **prospects** for future sales.

Along the way, iMarket has won venture capital investment from Sierra Ventures...

3/3,K/14 (Item 1 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2003 San Jose Mercury News. All rts. reserv.

10606033

**SABERCATS READY TO ROAR COACH FORECASTS FLURRY OF VICTORIES**

San Jose Mercury News (SJ) - Saturday, April 15, 2000

By: SHELDON SPENCER, Mercury News Staff Writer

Edition: Morning Final Section: Sports Page: 3D

Word Count: 689

... regular last summer, suffered a shoulder injury in training camp and is on the injured **list**.

**Former** Miami Dolphins **prospect** John Dutton, who performed well in the final quarter of both exhibition games, is Arbet...